

Professional and Managerial Branch
Water Utilities Administration Group
Public Affairs Series

EPWU PUBLIC AFFAIRS MANAGER

04/97 (SAC)

Summary

Under general direction, manage public information and marketing programs for the Water Utilities and serve as media spokesperson and government liaison.

Typical Duties

Plan, direct, coordinate and evaluate comprehensive and centralized public information and marketing programs for a bilingual community. Involves: conducting market research, statistical or other analyses to determine public relations and marketing needs; establishing objectives and procedures governing programs; developing strategy in conjunction with management; reviewing performance against objectives and standards to determine program effectiveness and need for changes; coordinating, preparing or presenting programs designed to promote awareness of utility activities, actions and accomplishments to civic groups, school districts, and the general public; directing preparation of printed literature and brochures and audiovisual aids to support programs; preparing and distributing bimonthly employee newsletter and annual report.

Act as Water Utilities spokesperson and coordinate media relations. Involves: establishing personal contacts with elected and appointed officials and their staffs to advise on complex, sensitive or controversial matters of public information and media relations; attending meetings and strategy sessions to remain informed of major governmental programs and activities; providing advice on necessity, method and timing of press releases of potential public relations problems; assisting division managers in handling interviews with the media and specific customer complaints; preparing responses to requests for information from Public Service Board, City Council representatives and other local, state and federal agencies and officials.

Serve as governmental liaison. Involves: implementing and maintaining monitoring system to identify proposed legislation and developing issues which affect or could affect the Utility; meeting with local, state and federal officials from the U.S. and Mexico to disseminate or gather information regarding regional and international water and wastewater development issues in accordance with the North America Free Trade Agreement (NAFTA) and Integrated Environmental Plan (IBEP) or similar legislation; participating in forums such as the Rio Grande Council of Governments, Border Environment Cooperation Commission, and New Mexico/Texas Water Commission on behalf of the General Manager and testifying before governmental bodies, as assigned.

Supervise assigned technical and administrative support personnel. Involves: determining and changing work procedures, setting performance standards, planning work schedules, organizing workloads, making or approving duty assignments, issuing written and oral instructions, reviewing progress and expediting work flow; examining work for exactness, neatness, and policy and procedure conformance, guiding staff to overcome difficulties encountered, correct errors and rectify complaints; coaching to motivate competency improvement and career advancement; maintaining harmony among workers and resolving grievances; serving on applicant interview panels; recommending employee selection, pay adjustments or commendations, discipline and termination, and other status changes.

Perform miscellaneous related professional and managerial functions as required. Involves: substituting, if assigned, for department or other division heads by carrying out specifically delegated duties sufficient to sustain continuity of ordinary activities and referring policy level problems to next higher level of management and similarly performing any duties of subordinates, if necessary; preparing annual division budget requests for staff, resources and program improvement funds; monitoring and applying fiscal controls to receipt and expenditure of funds, and use of personnel, materials, facilities and time within limits of adopted budget, maintaining records and preparing reports and press releases.

Minimum Qualifications

Training and Experience: Graduation from an accredited college or university with a Bachelor's Degree in Journalism, Advertising, Marketing, Public Relations or a closely related field and four (4) years of professional experience in journalism, public relations or marketing; or an equivalent combination of training and experience.

Knowledge, Abilities and Skills: Considerable knowledge of the principles, practices, techniques and objectives of public media & government relations programs; English grammar, spelling and punctuation and of writing and editing techniques; principles and practices of journalism and media management; audiovisual presentation techniques. Good knowledge of: methods and techniques of photography, graphics and printing. Some knowledge of supervisory and budgetary practices.

Ability to plan, develop and implement public relations programs on topics such as water conservation, utility

construction projects, establishment of rates, capital improvements or environmental matters; design and prepare promotional and advertising materials and newsletters for a bilingual market; use informational media appropriate for the dissemination of various kinds of information and publicity material, including radio, television, photography and print media; interpret an extensive array of technical instructions dealing with numerous concrete and abstract considerations; employ logic or scientific principles to define problems, collect data, establish facts, comprehend consequences of situations and draw valid conclusions; analyze and provide summary of issues related to pending legislation affecting utility; perform statistical analysis and maintain records; apply mathematical operations to such tasks as linear, rational and exponential algebraic functions, probability and statistical inference; establish and maintain effective working relationships with fellow employees, officials, the media and the general public; communicate effectively, both orally and in writing to compose articles, presentation scripts, speeches, reports and letters covering a wide range of technical subject matter within deadlines; provide professional advice for use in strategic decision making by department head.

Skill in: delivering public presentations; safe use and care of personal computer or network work station, including word processing, spreadsheet and graphic software programs.

Licenses and Certificates: Texas Class "C" Driver's License or equivalent license issued by another state.

Director of Personnel

Department Head

OFFICIAL